

ABSTRAK

Ngopi di Museum Vol. 6 merupakan *curated coffee festival* volume keenam yang secara reguler per empat bulanan diselenggarakan sejak Maret 2018 dengan volume pertamanya. Klinik Kopi bersama dengan Cornellia & Co menyelenggarakan acara ini untuk meningkatkan kunjungan dan wisata museum di Yogyakarta kepada masyarakat luas melalui konsep yang baru dan fresh. Selain itu, acara ini bertujuan untuk menjalin ikatan emosional yang lebih erat di dalam komunitas pecinta kopi, khususnya para konsumen dan pelaku industri kopi di Yogyakarta. Konsep acara ini terdiri dari tur museum, bazaar kopi, workshop, cupping, dan diskusi kopi. Tugas akhir ini berfokus pada implementasi strategi marketing komunikasi yang diterapkan untuk mempromosikan Ngopi di Museum Vol. 6. Metode pengumpulan data yang digunakan adalah metode pendekatan kualitatif melalui wawancara dengan tim inti pelaksana acara pada saat melakukan program Praktik Kerja Lapangan (PKL) di Cornellia & Co PR and Marketing Agency yang dimulai dari Februari 2020 hingga April 2020 dan studi pustaka. Data yang diperoleh kemudian dikelompokkan dan digunakan sebagai sumber untuk bahan analisa implementasi strategi marketing komunikasi yang digunakan pada Ngopi di Museum Vol.6. Dari data yang telah dianalisis, dapat disimpulkan bahwa Cornellia & Co dan Klinik Kopi menerapkan lima unsur dalam Komunikasi Pemasaran Terpadu yaitu *advertising, personal selling, sales promotion, public relations, dan direct marketing*. Dari penerapan unsur-unsur tersebut, Cornellia & Co berhasil untuk meningkatkan pengunjung museum Monjali sebanyak 1.055 pada satu hari gelaran Ngopi di Museum Vol. 6. Selain itu, Cornellia & Co bisa mempertahankan loyalitas pelanggan yang dilihat dari rata-rata pengunjung yang datang berkisar di angka 1.075 pengunjung sejak Volume pertama.

Kata kunci: Ngopi di Museum, Cornellia & Co, Marketing Komunikasi, Integrated Marketing Communication

ABSTRACT

Ngopi di Museum Vol. 6 is the sixth curated coffee festival created by Klinik Kopi and Cornellia & Co PR & Marketing Agency that is held every four months in some museums in Yogyakarta since March 2018. Klinik Kopi and Cornellia & Co hold this event with the main objectives of increasing museum brand awareness, increasing the number of museum visitors, as well as providing valuable opportunities for coffee industry entrepreneurs to capture new customers and gain customer loyalty, and establishing closer emotional bond among coffee communities and coffee industry players in Yogyakarta by providing a space to meet and discuss. The event is designed with a unique thematic concept, which is including tour at the museum, coffee bazaar, workshop, cupping, and discuss session. This final paper focuses on the implementation of marketing communication strategy used to promote *Ngopi di Museum* Vol. 6. The data collection method was descriptive qualitative by conducting interviews with the event committee and by doing library study during the internship program from February to April 2020. The data are then classified and used as the source to describe the implementation of marketing communication strategy to promote *Ngopi di Museum* Vol. 6. From the data analysis process, it can be concluded that Cornellia & Co and Klinik Kopi used five aspects from Integrated Marketing Communication, namely advertising, personal selling, sales promotion, public relations, and direct marketing to promote the event. From the application of these methods, Cornellia & Co succeeded in increasing the number of visitors of the Museum by 1.055 visitors within a day. Other than that, Cornellia & Co could maintain customer loyalty as seen from the average number of visitors since the first volume at the range of 1.075 visitors.

Keywords: Ngopi di Museum, Cornellia & Co, Marketing Communication, Integrated Marketing Communication